

# THE NOE VALLEY VOICE

## Commercial Rent Control: Salvation for Small Shops?

By Maryann Laib-Adler

The problem of ever-creeping and sometimes sky-rocketing rents is a concern for most small businesses in San Francisco, and merchants in Noe Valley are no exception. "I think rents are already too high in relation to what neighborhood shoppers can support," lamented Peggy Burge, proprietor of the gift shop Cathexis on 24th Street. "I don't see how stores like mine can survive if rents keep going up and up."

Ten years ago, the average cost per square foot on Noe Valley's commercial strip was 30 to 50 cents, according to Ed Rickenbacher, a 24th Street realtor for 23 years. Now it ranges from 80 cents to \$1.50 for storefronts on the prime blocks of 24th between Castro and Sanchez. "I'd say rents are about three-to-one what they were" in 1975, he said.

And, in neighborhoods from the Haight



Photo by Irene Kaine

Auzzi Ben-David speaks for many papas in summing up his relationship with his son, Allon: "It's a great feeling!" For more Father's Day images, see page 11.

to Castro Village to Potrero Hill, the established regulars are being squeezed out. For the few vacancies that come up, franchises with financial backing can offer the highest bid, sending rents out of reach for most small merchants.

In the past six years, Noe Valley has lost a recycled clothing store, plant nursery, shoe repair shop, drug store, butcher shop, hardware store, and neighborhood

Continued on Page 3

## Local Activists Arrested in Protest at Federal Bldg.

By Steve Steinberg

Noe Valley activists put their beliefs to the test last month, getting arrested while protesting the President's embargo of Nicaragua.

Ten members of the Noe Valley Affinity Group, a loose organization of people working for social justice both here and in Central America, were arrested on May 7 as they knelt in prayer on the steps of the San Francisco Federal Building. The group was charged with disturbing the peace.

More than 800 people participated in the two-day demonstration, May 7-8, which coincided with the start of President Reagan's trade embargo against leftist Nicaragua. Federal marshals arrested over 250 of the protesters. Among those taken into custody was famed anti-Viet-

Continued on Page 4

## Tradeswomen Battle for Blue-collar Jobs, Justice

By Jeff Kaliss

Folding membership leaflets in the office of Tradeswomen, Inc., at the Noe Valley Ministry, carpenter Sandra Marilyn finds the environment a bit of a relief from the cabinet shop where she earns her bread. First, there's the quiet of a pastoral Saturday afternoon. Second, there's the company of two other Tradeswomen stalwarts: Bobbie Kierstead, the organization's director, and volunteer Toni Amelung, an apprentice stationary engineer by trade.

In the cabinet shop and also in her union local, Marilyn is accustomed to being the solitary woman. "When you are the only woman in a shop of a dozen or 50 or 300 men," she points out, "you become very visible, so that everything you do, everybody knows about."

"John Doe next to you can make a mistake and nobody particularly notices it, or if they do, they don't think much about it. If you as a woman make a mistake, everybody knows that 'The Woman' just made a mistake. And the assumption is that all other women on this job would make the same mistake, repeatedly."

It's these kinds of attitudes and their effects on women, along with the basic task of getting women into blue-collar employment, that prompted the forming of Tradeswomen in 1979 by a collective of workers, advocates, teachers and government workers.

Tradeswomen now boasts a national membership of 500 (about half of these in Northern California), a quarterly

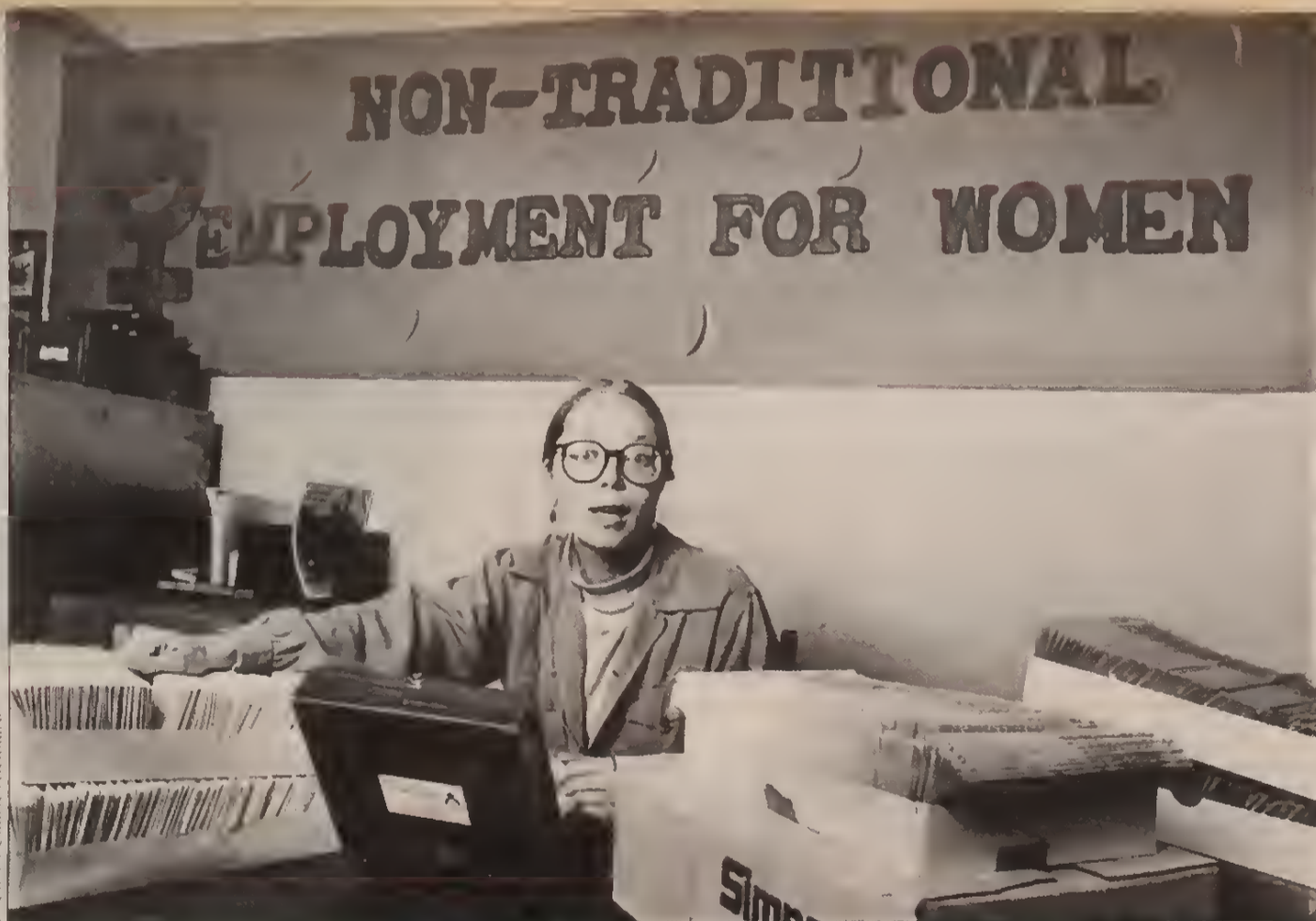


Photo by Charles Keimard

From the Tradeswomen office in the Noe Valley Ministry, Director Bobbie Kierstead gets the word out to blue-collar women and affirmative action advocates across the country.

magazine edited by Marilyn, and a monthly newsletter. In March the group left its downtown office, where the rent had been hiked, and moved into the Ministry on Sanchez Street.

Considering the fact that Kierstead is the only paid staffer, Tradeswomen has been unusually visible and successful in the difficult arena of affirmative action. Prime among their battles has been defense of the California Plan for Equal Opportunity in Apprenticeship (Cal Plan) which specifies goals, timetables, and

methods for integrating minorities and women in the trades.

When it looked like the state's Division of Apprenticeship Standards (DAS) was weakening its administration of the Cal Plan, Tradeswomen brought a suit, the settlement of which requires the DAS to be more vigorous in its enforcement and allows Tradeswomen to monitor the agency. Later, Tradeswomen lobbied successfully against efforts by the unions' Joint Apprenticeship Councils (JACs) to escape the Cal Plan goals and set their

own.

Kierstead points out that the unions most likely to meet their affirmative action goals are those which have had individual or class suits brought against them by women and minorities. However, even when women are accepted into apprenticeship programs and complete them (their success rate is currently 57%, compared to 32% for male apprentices), they can hardly expect complete acceptance

Continued on Page 6

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## Letters

### Response to Rape Story

Editor:

The rape arrest story ["Rapes Lead to Arrest, Heated Debate" by Annie Stuart, May 1985 issue] is the finest article I have read in the *Noe Valley Voice*. Fine journalistic writing. News that the big papers haven't space to print, but that we who live in the neighborhood want to know.

How about letting us know how the woman who was stabbed is getting on in a follow-up story.

Marjorie D. Martin  
Diamond Street

Thank you for your comments. I asked Dana Cayce from San Francisco Women Against Rape about the woman's condition at the end of May. She said she was not at liberty to discuss the case, but that the woman appreciated our concern.

—Annie Stuart

### Illusion of Racism

Editor:

I have just read Steve Steinberg's article in the May issue, "Robbers Hit 24th Street Banks, Shops." He describes four robberies. In three of the four he includes the fact that the robber was black. In the fourth, he only says it was a couple.

If a racial identification matters in this story, why omit it in one case? Are we to assume that the couple didn't warrant racial description, because they were "color-free" (i.e., white)? This would imply that it's normal to be white, and not normal to be anything else. A racist illusion, I believe.

I think you owe your readers an apology for printing a story which reinforces racist perceptions.

Helen L. Wood  
Chattanooga Street

*Editor's Reply: The Voice follows the general guidelines of the Associated Press Stylebook and Libel Manual. The robber's physical description, including race, is pertinent information when a*

*suspect is still at large, as was the case in three of the armed robberies described in our story. Identification of race was not given in the other robbery (by the couple) solely because suspects had already been apprehended. We're sorry if our reporting of the facts in this manner led readers to believe we were making a racist distinction. We assure you that was not our intention.*

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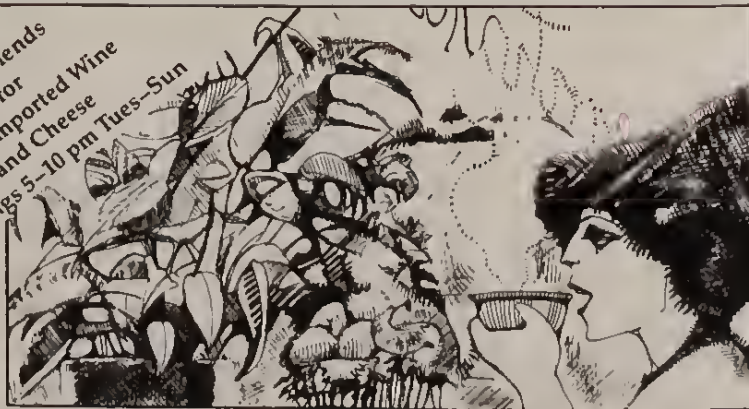
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## Rent Control

Continued from Page 1

tavern, many of which were considered local institutions. The influx of more specialty shops, banking institutions and fast-food operations could change the special feeling of the 24th Street shopping area. "Let's face it," says Supervisor Harry Britt. "When you lose longstanding neighborhood businesses, you lose the neighborhood."

Erik Schapiro, an aide to Supervisor Nancy Walker and Noe Valley resident, has noticed a different focus for businesses along 24th Street reflecting the trend toward less diversification and more chain stores. "It seems like there's been a proliferation of banks, video outlets, and record stores recently," he observed.

Schapiro adds that relocation is all but impossible for many small businesses because of the fierce competition for a dwindling number of affordable commercial spaces. A lot of merchants simply fold up before finding a new store location.

Furthermore, downtown space-holders are experiencing astronomical rent increases and looking to neighborhoods to find space that's more reasonable by comparison. "I get calls from doctors at 450 Sutter (a downtown enclave of medical offices) about their rent increases," says Britt. "They are moving out of the downtown area and into the neighborhoods."

### The Rent Control Option

Britt remembers receiving calls as long as four years ago from neighborhood merchants complaining about the pinch of rent hikes. At that time, he'd hoped to develop legislation that would extend to small businesses the city's rent stabilization ordinance, which applies only to housing. Britt, Walker and Supervisor Doris Ward started exploring the feasibility of a commercial rent control measure, but soon ran into legal problems. The City Attorney's Office felt that dictating commercial rents might constitute illegal governmental interference in a free market system.

Schapiro, Walker's aide, said the supervisors also recognized that rent control for business property was becoming less and less "politically viable" as an issue.

What's more, the people who would benefit—the merchants themselves—had mixed feelings about it. "Merchants are an independent breed," said Schapiro. He added, however, that "though there is opposition to rent control, there is also growing interest among small business owners" in some form of protection against rampant rent inflation.



Since commercial rent control has limited political viability these days, our city supervisors have been exploring several options for protecting the small businesses that give neighborhoods their character.

Merchants in Noe Valley are typically ambivalent about rent control for neighborhood business property. Although several local proprietors agreed in essence that "we're at the mercy of the landlord," they felt that rent control might mean extra "bureaucratic red tape" and preferred private negotiations between landlord and tenant.

Realtor Max Selva, with 20 years' experience on 24th Street, thinks rent control would be a waste of time and energy. "Competition will naturally eliminate unnecessary businesses" and the quality enterprises providing good customer service, "like Tuggey's, for instance," will survive, he said.

Still, many neighborhood merchants, including Tuggey's shopkeeper Dennis Giovannoli, felt strongly about the need for measures to help small businesses. Said Giovannoli: "People around here are touchy about the subject of rent control, but I'm for it." Giovannoli (whose father owns the property Tuggey's occupies) elaborated, "I think there should be some sort of control as long as it's equitable to both sides."

### The Good Life Threatened

One neighborhood franchise that might have benefitted from small business rent control is the Good Life Gro-

cery at 1457 18th St. on Potrero Hill. The Good Life, a local fixture since 1974, first ran into problems concerning its space just over a year ago. The building it occupied was sold after the previous owner died. When the building's new owners, the Potrero Group, took over, the Good Life was operating at the tail-end of a 10-year lease and paying \$275 a month for 2,400 square feet. The Potrero Group was going to hand the Good Life a hefty rent increase, which the grocery knew it could not afford.

When local residents heard about the Good Life's dilemma, they rallied with phenomenal energy, even threatening a boycott of any business that replaced the grocery. Finally, through the mediation efforts of Assemblyman Art Agnos, among others, the grocery was granted a reprieve of sorts—a six-month extension on its lease to Aug. 31. Late last month, however, the store was still looking for a new location on the Hill.

The determination by loyal patrons to keep the Good Life in the neighborhood provided a catalyst for action by Supervisors Britt and Walker. They began to formulate an "endangered business ordinance" that would look out for long-time, well-established businesses whose future was threatened by rent hikes. Under the proposal, merchants could apply for special "endangered business"

status and receive protection much like that given a historical landmark.

At last check, the ordinance had not been drafted, and as with rent control, there are legal ambiguities that stand in the way. Since commercial renters have no specific legal rights, it's very difficult to intervene in situations such as the one on Potrero Hill, where the current market rate (about \$1.25 a square foot) is almost 10 times what the Good Life was paying on its old lease. "In a case like that, how do you decide what a 'fair' rent is?" asked Britt.

### A Mechanism for Mediation

One way might be to set up a small business commission that would handle disputes. The commission concept is currently getting most of the attention from the supervisors and from the Small Business Task Force, an ad hoc committee of concerned residents and businesspeople organized by Walker and Britt several months ago. Says Walker, "There has to be an area in city government that expressly addresses the needs of small businesses. I strongly support the idea of a commission developed for this purpose."

The commission would set uniform policies for dealing with small business problems, devise a mechanism for mediation between landlords and tenants, and engage in fact-finding on commercial rent inflation. The sponsoring supervisors now feel that the small business commission approach has the best hope of providing tangible relief for neighborhood merchants.

San Francisco is a city of neighborhoods, and small businesses are what help give each area its unique character. "If we don't do something about it now," warned Britt, "all our neighborhoods will look alike, and you'll have to double-check the street signs to know where you are."

*Editor's Note: At press time, the Voice learned that the Small Business Task Force had formally endorsed the commission idea. On May 21, the group voted to draft a measure for the November ballot which would mandate establishment of a Small Business Commission. Those interested in participating in the development of this measure should call Supervisor Walker's office at 558-2943.* □

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## Activists Arrested

Continued from Page 1

nam War activist Daniel Ellsberg.

The demonstration included an interfaith religious service, prayers and speeches. At one point, demonstrators linked hands and formed a human chain encircling the Federal Building.

Mary O'Brien, a member of the Affinity Group, called the demonstration "an act of non-violent resistance to our administration's policies." Carl Smith, pastor of the Noe Valley Ministry and another member of the Affinity Group,

said the demonstrators had "no choice" but to protest.

O'Brien, Smith, Smith's wife Suzanne, and Hope Raymond, pastoral assistant at the Noe Valley Ministry, were among those arrested. Smith expressed satisfaction with the way the demonstration went, adding that the Affinity Group conducted itself calmly, "prayerfully," and as a unit, setting the tone for other protesters.

The demonstration was organized by the Emergency Response Network (ERN), an umbrella group that coordinates civil disobedience actions against current

U.S. government policies in Central America. ERN has 65,000 members nationwide. Most have taken a pledge to commit non-violent resistance in the event of hostile U.S. intervention in Central America. ERN members perceive the Nicaraguan trade embargo as part of an escalating plan of aggression toward Nicaragua. Some ERN members have said that if the United States invades Nicaragua, they will go there and attempt to position themselves between U.S. and Nicaraguan troops.

President Reagan imposed trade sanctions against Nicaragua soon after Congress rejected his requests for more military aid to the Contras, rebel forces fighting the Sandanista regime in Managua.

Opponents of Reagan's policies say that actions like the embargo can only help drive the Sandinistas into the Soviet camp. "Where else can they go?" demanded Suzanne Smith. Almost as proof of that contention, Daniel Ortega, president of Nicaragua, visited Moscow a little more than a month ago in an effort to secure more aid for his country from the Soviets. The Ortega trip, coming as it did on the heels of Congress's refusal to support the Contras, outraged many legislators and sparked new calls for increased sanctions against Nicaragua.

Affinity Group members had not taken the prospect of arrest and imprisonment lightly. O'Brien said she had gone through "a lot of pain" over the issue, worrying about going to jail before making her commitment to civil disobedience.

Raymond said she felt very "saddened that we have to go to such extremes to have our voices heard." She added that she had tried various legal means, including writing members of Congress, before resorting to civil disobedience.

Those arrested did say that, on the whole, federal marshals and San Francisco police officers (to whom the marshals "contracted" their prisoners) treated them very courteously. The ar-

rested demonstrators were led away in plastic handcuffs and taken to the San Francisco Hall of Justice, where they were booked and photographed and then released. Arraignment before federal magistrates has been scheduled for later this month.

According to ERN spokesperson Jay Henderick, convicted demonstrators have generally been given sentences ranging from five days in jail and a \$50 fine to two days community service and three months' probation.

Not all ERN or Affinity Group members who attended the May 7-8 demonstration actually engaged in civil disobedience. Some limited themselves to providing support for those arrested, often acting as witnesses to arrests and thus helping ensure that demonstrators were not subjected to police brutality. Several Affinity Group members arrested on May 7 returned the next day in support of other protesters.

The Affinity Group coalesced two years ago around anti-nuclear issues. Later the organization shifted its focus to events in Central America. Several members had been heavily involved in Noe Valley Ministry activities or the nuclear freeze campaign.

During the past year the Ministry has become a "sanctuary" church, providing aid and shelter for El Salvadoran refugees fleeing persecution in their homeland. While the Ministry has largely confined its role in the sanctuary movement to raising money and collecting food, it has also arranged for temporary neighborhood housing for a few refugees.

Smith expects the church to continue aiding the El Salvadorans and says the Ministry is also gathering school supplies for Nicaragua and thinking of sending a delegation there to deliver them.

As for continuing to honor their ERN pledge in support of Nicaragua, Smith said, "When demonstrations are called for, we'll be there." □

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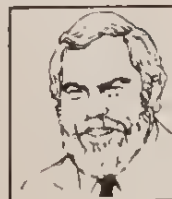
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# Cliff Becomes A Lot More Than a Lot

By Barbara Van Kuyk

Since last September, the Friends of Noe Valley and other community residents concerned about the vacant lot at Army and Noe Streets have learned that it's not always necessary to fight City Hall. When they got little or no response from city agencies to their request to have the lot cleared and landscaped, they took it upon themselves to turn the once overgrown, litter-strewn cliff into a cross between a community garden and a mini-park.

Active in the effort has been Miriam Blaustein, a Friends member who lives nearby. Last fall, after four years of pressuring the city to improve the area, she and other Friends called on the Sheriff's Work Alternative Program (SWAP) to raze the fennel and weeds covering the slope. (SWAP offers physical labor instead of jail to drunk-driving offenders and first-time law breakers.)

Deputy Steve Geracimos and his SWAP team removed most of the weeds, broken bottles and other debris from the lot and have continued to be a great help in the effort, Blaustein said.

The Department of Public Works (DPW), which is responsible for maintenance of the block-long right of way, then removed branches and other large debris and since then has provided trash bags and weekly refuse pick-ups.

"They're very helpful," said Blaustein, "now that they see we're serious and aren't just complaining."

The "complaining" started back in 1981, when the group hoped to renovate not only the Army-Noe cliff, but similar strips off Army Street at 27th and Duncan Streets. According to Friends member Bill Kuhns, the organization contacted DPW but discovered that "Public Works will not do anything to improve a property other than routine maintenance."

He added that the Friends then tried on three separate occasions—in 1981, 1983 and 1984—to win approval from the city's Open Space Committee for Department of Recreation and Park funding for the park project. When those efforts



Photo by Charles Kennard

The Friends of Noe Valley and their friends are making a garden out of a garbage area at the Army Street hill above Noe Street.

failed, the community decided to take things into their own hands, hoping there'd be at least a few green thumbs among them.

Led by the Friends, residents from Army and Noe Streets and from all over Noe Valley pitched in to spruce up the lot. Neighborhood architects drew up plans for a stone, zigzag path leading from the bottom of the hill to a flat area where a bench will be constructed. Neighbors also offered the plans and materials for a bench and donated bulbs and seeds for planting.

"It's a very constructive, community effort," said Blaustein.

The only major problem the group foresees is maintaining an adequate water supply. According to Blaustein, water has been provided thus far free of charge by two men whose house borders the lot. However, Blaustein is seeking to have the area serviced by the city. It depends on whether there is a water main nearby and, if so, whether the water usage could be metered in some way. She says the chances of getting water are "pretty good" and adds that a profes-

sional gardener has offered to install sprinkler heads at no cost if water can be hooked up.

Meanwhile, neighbors will continue to gather on Saturday mornings to plant, clean and otherwise maintain the lot. A teacher from James Lick Middle School even has plans to have her class plant corn on the hill.

"We have a great time," said Blaustein, adding that Saturday mornings usually include cookies, lemonade and conversation, as well as planting.

The Friends are trying to landscape the lot with plants native to San Francisco, such as agapanthus, iris, lupine and geranium, but would appreciate any donation. "It isn't a formal thing," Blaustein said.

The Friends expect the Army-Noe effort to continue for at least a year. Anybody interested in the planting and clean-up can check in at the lot on Saturday mornings from 9 to 11 a.m. Flower seeds can be brought to Terry Boucher's house at 220 Jersey St., and bulbs and clumps of succulents may be left at the base of the Army-Noe hill near the new pathway. □

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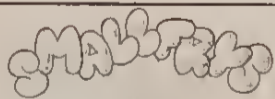
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## Women's Work

Continued from Page 1

by their co-workers.

Noe Valley carpenter Shelley Clearwater notes that in meetings with her local, "When women were raising hell, they got it from the top. The word that went out was, 'Shut those broads up!'"

What Clearwater's female colleagues were speaking up for were issues often overlooked by unions, such as maternity leave and childcare. "Most unions that are predominantly male are just beginning to consider issues of sexual harassment on the job," adds Marilyn.

Clearwater says she is often the butt of off-color jokes and has had male co-workers drop nails down the front of her shirt. Such behavior, along with the posting of pornography, is prohibited by regulations that dictate a "harassment-free work environment."

More subtle but equally prevalent are attitudes that block acceptance of a woman's competence. "Stereotypes that affect tradeswomen... are not only that they're not strong enough," says Kierstead, "but also that they don't know how to use tools and they can't learn, and they don't have any sense of mechanical reasoning or spatial relationships."

Kierstead is quick to point to the many women who have helped dispel these myths. Eighteenth Street resident Fran Krauss was a smaller-than-average white-collar worker when she found an opening on the sign-up list for the ironworkers' apprenticeship program five years ago.

While waiting for employment, Krauss enrolled in a "general strength-building program" at a local gym, which included working out with weights. Krauss went on to complete her apprenticeship and gain journey status as an ironworker, and eventually went back to recreational power-lifting at the gym. She's currently rated among the top three women competitors in California in her weight class (123 pounds). She also sits on Tradeswomen's Finance Committee.

Other women have used their physique to their own advantage on the job. Kierstead recalls having worked with a small-statured woman mechanic whose shop "used her to make adjustments on diesel engines in busses. She did it by crawling inside the compartments. None of the men she worked with were of a size to do that, and when they did the job, they had to pull the engine."

Despite these accomplishments, men remain skeptical of their female colleagues. "Even if you can do the work well," says Krauss, "it doesn't extend to the generalization, 'Yes, she can do the job.'" Clearwater feels that "the only way I'll get respect for what I'm doing is to go into business for myself."

Leaving aside the hassles, few tradeswomen would dispute the monetary advantages of blue-collar work, a major part of its attraction for women. "I don't have to scrounge like I used to," admits Clearwater.

Kierstead has had former office workers tell her, "When I was working in an office, I had to buy all these dress-for-success business clothes and all my wardrobe money went into work clothes. Now

I spend hardly anything on work clothes, and I can go buy the fanciest dress in town if I want."

Kierstead hopes that some of this money will make its way over to Tradeswomen, in the form of donations, to substantiate the membership fees, subscriptions, and small grants on which the organization depends. To uphold its members' morale, Tradeswomen lists "support and networking groups" in its monthly *Trade Trax* newsletter and hosts Sunday morning potlucks at which women can share "everything from job leads to techniques on how to bend rigid conduit if you're five-foot-one and weigh a hundred pounds. There are ways you can do it without a lot of body weight," she explains. "It involves techniques of leverage." June's potluck tackles the topic of "making unions more responsive to women's needs."

Also, the quarterly *Tradeswomen* magazine publishes photos and stories of successful blue-collar women, and is beginning to solicit poetry and fiction on the subject. Editor Marilyn explains, "If it's important enough that somebody might write poetry about it, then it's an important experience."

In the future, Tradeswomen hopes to participate in a repeat of the successful national conference of tradeswomen they hosted at Laney College two years ago. Kierstead would also like to acquire a second paid staff person and install a computer at the Ministry that could not only handle bookkeeping and membership lists but also data on job availability and the affirmative action status of employers and JACs.

Such activity is all the more important with the decline in governmental support that came with the Reagan and Deukmejian administrations. In advocacy, as in the trades themselves, women have come to realize that they can and must do it themselves.

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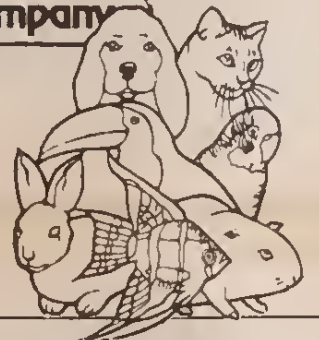
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## Another One for the Road?

Those who have anything to say about Hans Grahmann's plans to open a new bar at the old site of Finnegan's Wake (4054 24th St.) will have a chance to go public at a hearing of the Department of Alcoholic Beverage Control Friday, June 7.

The hearing stems from the fact that there are some locals, including the Friends of Noe Valley, who think Finnegan's can never be replaced and are lobbying against any more bars on the street. "We'd rather see a drugstore, hardware or yard goods store go in there—or some neighborhood service business," a Friends spokesperson said.

To put in your two cents, attend the hearing, which starts at 2 p.m. in Room 2248 at 455 Golden Gate Ave.

## Mirth in the Ministry

Unless you're Irish, you might not know that next Sunday is St. Columba's Day. But if you're a neighborhood resident, you surely know about the Noe Valley Ministry, that temple of culture and community activity at 1021 Sanchez St.

On Sunday, June 9, from 4 to 7 p.m., the Ministry will celebrate the spirit of St. Columba along with its own eighth anniversary in the neighborhood. The church will also hold a special ceremony to celebrate the official installation of Carl Smith as pastor.

The event will include a neighborhood art exhibit by Gallery Sanchez and a production combining the creative forces of the Noe Valley Music series, the Tour de Force theater company, and Dolores Shadel's jazz dance class. The public is invited to all the festivities, including a potluck supper, and you can find out more by phoning 282-2317.

# SHORT TAKES

## Transmigration

The California Institute of Integral Studies, which was founded and has flourished in Noe Valley, has announced plans to move this fall to a former Catholic elementary school in the Haight-Ashbury. "We really feel Noe Valley is our home, so it's kind of sad," said Rochelle Gatlin of the Institute, but she noted the school's need to unify instructional programs under one roof.

The Institute's Integral Counseling Center at 1497 Church St. will probably remain here for a while, but Gatlin wants us to know that this summer is "the last chance for our neighbors to take classes in the neighborhood." (That would be at either the Center for Arts and Education, on Dolores between 16th and 17th, or in office space the Institute rents at 30th and Church.)

Those interested in receiving the Institute's summer schedule of courses should call 648-1489 or the Registrar, 647-2695. Registration takes place June 18-20 and classes start July 8.

## Go-ahead for Garages

Supervisor Bill Maher won support last month for his plan to build parking garages in 10 or more city neighborhoods.

On May 6, the board of supervisors passed legislation that established an Offstreet Parking Fund to be used for site acquisition and construction of small garages on or near neighborhood com-

mercial strips. The legislation also raised the fees for parking longer than three hours in existing city parking garages. Money from the resulting higher profits, along with parking meter revenue, will be channeled into the new fund, which is expected to total \$6 million.

Although neighborhood commercial districts in North Beach and on Polk and Clement Streets are at the top of Maher's list to receive parking relief, 24th Street is definitely among "the second tier" of congested areas. "If an opportunity comes up to buy a piece of property in Noe Valley—say a gas station goes out of business—we could pick it up immediately and lay down some stripes before actually constructing a garage," he said.

He assures residents that any new parking garages would be "within the existing height limit, have commercial storefronts, and be in keeping with neighborhood character." Underground parking garages, however, are out of the question, he said. "They cost as much as a Mercedes, about \$35,000 per space." (The going rate for above-ground garages is \$15,000 per space.)

Maher anticipates that, starting in 1986, one garage could be built each year for the next decade.

Now that funds have been earmarked, traffic engineers from the S.F. Parking Authority are already scouting around the city for vacant lots or storefronts for sale. Who knows, said Maher, "A site might come up at least as big as Bell Market parking lot," and, like any seasoned San Francisco driver cruising for a parking space, the city will jump in and grab it.

## A Senior Summer

There'll be no summertime blues at the Noe Valley Senior Center, unless they show up on the canvases at the art classes which will be held twice a week starting in July. In fact, the products of these classes will be exhibited at summer's end in a show at Gallery Sanchez.

Hot lunches (Monday-Friday), Tuesday bingo, lectures on health, exercise, sing-alongs and birthday parties will continue as usual at the center, located in the Noe Valley Ministry, 1021 Sanchez St. And the seniors are also planning an excursion to Alcatraz in June. For information on these and other activities, call 648-1030.

## Gay Voices

A gala evening of lesbian music and culture will celebrate Gay Pride Week on June 23, 7:30 p.m., at the Women's Building, 3543 18th St. Featured will be the San Francisco Lesbian Chorus, led by Leslie Hassberg, which "emphasizes the performance of works by, for, and about women, and mixes a variety of classical, popular, political and women's music into its repertoire." Tickets will be on sale at the door, and you can hear more by calling 431-1180.

## Payday Performer

Jazz singer-bassist Mary Burnley, accompanied by guitarist Dave Bell, will be warming Friday evenings at Zorba's, 4026 24th St. Burnley performed last month at the Noe Valley Music series, and will be rounding out Zorba's weekly line-up of belly dancing and lingerie presentations. For times and details, call 285-7070.

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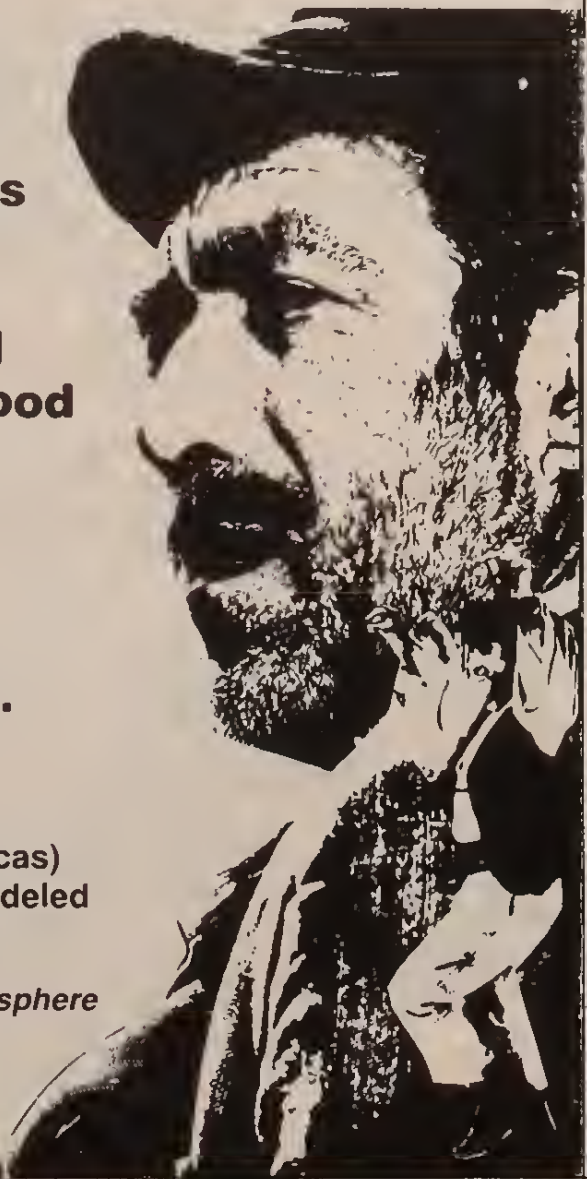
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# Neighbors Suspicious of Hoffman St. Development

By Bill Yard

Skirmishes between neighborhood preservationists and developers continued this spring as neighbors and members of the Friends of Noe Valley sought to halt the razing of an old one-family house at the corner of 25th and Hoffman.

Developer Sergio Iantorno reportedly plans to demolish the existing structure and erect an eight-unit apartment complex at 498 Hoffman St. (At press time, Iantorno was not available for comment.)

Hoffman Street neighbors, many of whom have locked horns with developers and city planning officials in the past as either members of the Friends or the Clipper Terrace Homeowners Association, fear not only the modern design of the proposed apartments, but also that the wet bars and large family rooms planned for the rear of the structures lend themselves to later conversion into additional units. Thus, what is now home to one household could, if city variances were allowed, contain 12 families in the near future.

The height of the proposed structure, though within existing limits, would also eliminate the scenic views currently enjoyed by some nearby residents and block much of the sunlight to surrounding yards.

Claire Pilcher, a self-described "neighborhood shut-disturber for 20 years" and Hoffman Street resident, claims that "many residents are growing more and more concerned about the scale of these projects. We don't want what's happened in the Richmond to happen here," referring to the incidence of interior conversions that boost the number of units above that specified by zoning regulations.

For the last few months, the Friends and neighbors have been trying to put a stop to Iantorno's development by securing landmark status for the existing residential building. However, their initial investigation failed to turn up concrete evidence of the house's historical value. Friends member John Knox says the 1860s(?) building, which has yard area on all four sides, "has not been substan-



This old farmhouse at 25th and Hoffman will be replaced by an eight-unit apartment complex unless neighbors can convince city planning the proposed development would be unsuited to Noe Valley's urban landscape.

trated as the first farmhouse in the area," as the group had hoped.

Both Pilcher and Larry Jacobsen, a nearby resident and member of the Clipper Terrace Homeowners Association, commented that they were not so much concerned with saving the existing structure as they were worried about the increased density that Iantorno's proposed development would provide.

Neighborhood activist Miriam Blaustein called the apartment building, as presently designed, "a horrible eyesore." She shares Pilcher's concern that in general "Noe Valley is being threatened because of the exceptions being made to the zoning rules on conditional use."

Blaustein notes that seven upper units on 24th Street are being used "illegally" for commercial enterprises and worries that a row of single-family dwellings on Douglass Street across from Alvarado School may be ripe for the kind of multi-

unit development that has oozed down Diamond Heights and Twin Peaks during the last several years.

Foes of the Hoffman Street project have asked for a discretionary hearing before the city planning commission, but must await the results of a preliminary environmental evaluation currently in progress. Planning commission spokesman Bob Passmore said the hearing was at least a few weeks away and that all interested parties would be notified 10 days in advance.

While the city bureaucracy gears up for the next round in the history of 498 Hoffman, opponents are trying to regroup. Interested residents can make their feelings known by writing Toby Rosenblatt, President, San Francisco Planning Commission, Department of City Planning, 450 McAllister St., 4th floor. For more information, call Claire Pilcher at 821-1186. □

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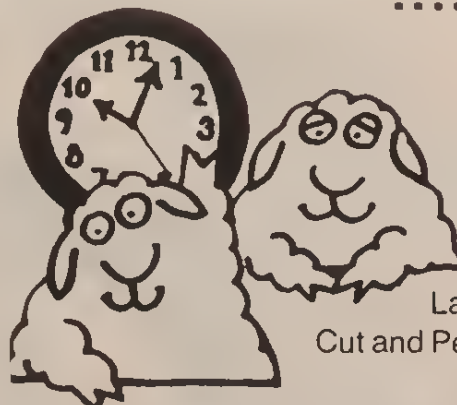
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# Print Media Junkies Gain Shelf Esteem at News On 24

By Jeff Kaliss

News On 24, the tiny magazine store across from the Acme Cafe, is somehow like a laser disc: a fantastic variety of information in a compact package.

Just consider the images that arise from a casual scanning of the store's stock: a beautiful Beidermeier sofa in Russian birch (on the cover of *The World of Interiors*); a cheese dumpling receiving its dose of raspberry sauce (*The Pleasures of Cooking*); a blonde in tight jeans arched over a customized Honda (*Hot Bike*); a black masked figure swirling a knife-and-chain weapon (*Ninja*); Sylvester Stallone (as Rambo) clutching a bullet-stuffed M-60 to his bare chest (both *Guns* and *Soldier of Fortune*).

All of this and more is waiting along the narrow aisles of the former 24th Street wine shop. In fact, proprietor Duncan Gwynn reports that he has increased his stock from 103 to 2,000 titles since he opened his store a year and a half ago. Besides magazines, Gwynn features a variety of newspapers, candies, cigars, cigarettes, and comics which keep customers of all ages coming and going seven days a week between 6 or 7 a.m. and 11 p.m. or midnight (depending on the day).

Raised in Cornwall, England, Gwynn decided to open News On 24 based on a tip from a former associate in the stamp-collecting business which had originally brought him to the United States in 1977. The friend wisely advised Gwynn that the neighborhood had been starved for printed media since the Noe News store had abandoned 24th Street in 1983.

News On 24's booming business means Gwynn has to spend over 70 hours a week in the shop, though he has hired Peter De Stefano, Michael Serban and Hosea Turner to help out. "I want to see that the place is run my way, and that it's kept tidy," explains Gwynn.

Tidiness is a must at News On 24. In addition to "drugstore" magazines, the stock covers a wide range of subjects from astrology to zoology. The variety is also regional (for example, *Arizona Highways* and *Palm Springs Life*), intellectual (*Raw*—*The Torn Again Graphics*

*Magazine*, *Emigre*—*The Magazine That Ignores Boundaries*), musical (*Teen Beat*, *Country Rhythms*), and sexual (*Manscape*, *On Our Backs*—*Entertainment for the Adventurous Lesbian*). "We have to have a good stock to keep the place interesting," says Gwynn. "I hope I cater to the entire public."

With respect to sexual material, Gwynn states obliquely that "one has to remember the nature of the district in which the store is located." Going back to the stacks and counting, one might conclude that Noe Valley is 55% heterosexual male, 30% gay male, 10% lesbian, and 5% hetero female, or some combinations thereof. But Gwynn is adamant that "I don't carry anything that I consider to be hard-core pornography," partly because "we get a lot of young people."

On the other hand, Gwynn has maintained that "I'm not a censor" in reaction to requests from a few female customers that he curtail his soft-core selections. He feels that if he were to remove the likes of *Playboy* or *Penthouse*, "the newsstand would not be complete." These popular titles, he says, are selected by his primary distributor (ARA) and not by him.

Gwynn notes, however, that half of his titles are based on customer requests and reflect "the very diverse nature of the readership." Distributors are sometimes surprised at Gwynn's orders, and he's proud of his reputation "of being able to sell almost anything on 24th Street."

This benign environment recently prompted the publishers of *Photo/Design* to choose News On 24 for the first-ever newsstand display of their \$8.50-a-copy magazine, a glossy collection of highly specialized articles on design and beautifully produced ads from photographers and photographic equipment manufacturers. Gwynn sold seven copies in three days. His customers also demand publications in French, German, Spanish, and Italian, and a spread of computer magazines tailored to individual makes (IBM, Apple, etc.).

Of course, daily and expanded weekend editions of the *Chronicle/Examiner* and the *New York Times*, displayed with other papers on the sidewalk in front of



Photo by Joel Abramson

Owner Duncan Gwynn has all the news that fits in the tunnel of his News On 24 store.

the store, are Gwynn's bread and butter. The feature sections of the *Times* are flown in from New York, but the news sections are actually printed in Walnut Creek, and the whole assembled at the store. "Satellites are wonderful things," says Gwynn in reference to the medium by which the *Times* and the *Wall Street Journal* are beamed to West Coast printers.

News On 24 clerk Michael Serban has no doubt that the activity of reading will survive an increasingly high-tech world.

"People rely on magazines for a lot of things they don't get out of the other media," stresses Serban. "A lot of my friends even have magazine racks in their bathrooms," he adds.

To meet this sustained need, Gwynn may someday have to expand outside his tunnel-like space. "But I'd like to make it very clear," he says with wry Welsh wit, "that I have no intention of taking over Bell Market or the rest of the sidewalk from Church to Castro." □

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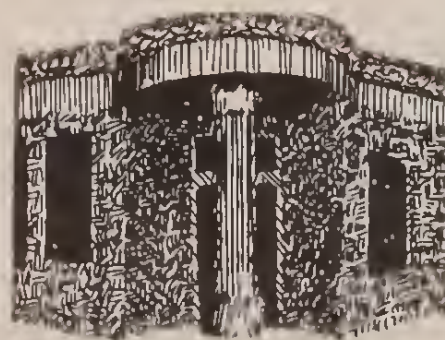
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—Bill Yard



Daria and Steve Pennington match wits.



Harvey Varga girdering son Yasha.



Aric aids father Gilbert Johnson with a lighting job.



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Photography by Irene Kane

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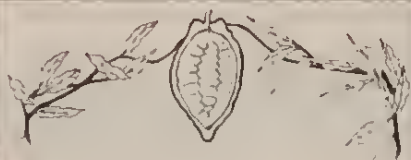
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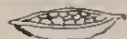
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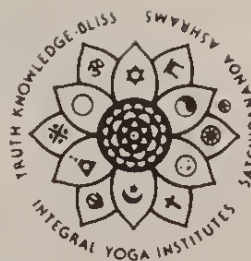
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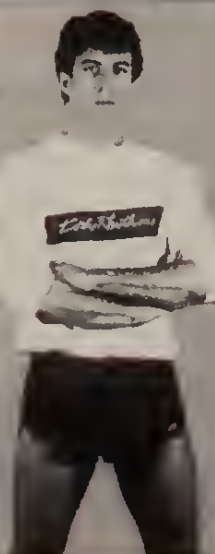
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GOURMET ICE CREAMS

By Mazook

SCHOOL'S OUT, summer's here, tests are over, weather's clear(?). No more Pentels, SATs, bite the Apple, shoot the breeze.

Yes, summer will soon empty Noe Valley's schools of the classes of '85 through '97. See you in September, and all that.

Eighty-five is exactly how many graduated from Immaculate Conception Academy high school on May 24. ICA, located on 24th near Fair Oaks, was founded back in 1883 by the Dominican Sisters of Mission San Jose. In her commencement address, senior class president Mary Ann Fabi spoke of how the class of '85 found inspiration in the teachings of Mother Theresa of Calcutta.

The rest of ICA's 356 students get out June 7 and can look forward to the school's dedication of a \$2.9 million classroom/gymnasium complex this fall. Over the past four years, ICA students have raised over \$200,000 for the project and just completed a telethon to alumni netting another \$55,000.

James Lick Middle School graduation ceremonies will be held June 18 in the school's auditorium at Noe and 25th. Ernie Reyes, head of USF's recruitment program, will address the 257 graduating eighth graders. All grads will have a picnic at Great America Park the week before graduation.

Principal Robert Lustenberger reports that Lick, which has an enrollment of 730 students in grades 6-8, is fast becoming a multi-lingual "international" school. This year over 100 newcomers entered the school whose native language was Spanish, Vietnamese, Cambodian, Laotian or Chinese. The school now employs multi-dialect linguists to assist in the classroom. Both assistant principals are bilingual, Helen Chin (Chinese) and Marietta Gonzales (Spanish). Next year another language—computerese—will

and now  
for the

## RUMORS

behind  
the  
news

be compulsory for all sixth graders.

Over at St. Philip's School on Elizabeth Street, graduation of 31 eighth graders takes place June 7. Classes for the rest of the 250 students (grades 1-8) will wind up June 13. The eighth-grade class, by popular vote, will also travel to Great America for this year's class picnic.

All those helium-filled balloons you saw rising above Noe Valley on May 16 were released by the St. Philip's students from the school's roof. Each balloon had a message in it about love or peace in celebration of Ascension Thursday. "We've gotten no response to the messages yet," said Principal Sister Patricia, maybe because "this year's winds took the balloons toward Sonoma. We have gotten responses from as far away as Tracy in past years."

Alvarado Elementary School, with 450 students in K-5, will hold "promotional exercises" June 19 for 65 fifth graders. Students will sing their special rendition of "We Are the World," but the graduation ceremony could be anticlimactic. A Flag Day (June 14) extravaganza will feature everybody and everything draped in red, white and blue, and culminate in a patriotic parade which planners hope will be led by a real military marching band. Principal Rose Barragan is desperately trying to book an Army/Navy/Air Force/Marines or Coast Guard band for the event. If anyone out there knows a military band leader, tell him/her to call Rose ASAP.

Edison (grammar) School's promotional ceremonies will be highlighted by songs, speeches and certificates at 8:30 a.m. June 19. After the show, school is out for all 570 students. However, 90 kindergarteners will have their own graduation ceremony and parade (wearing homemade hats) on June 14 to celebrate the end of the beginning of school. Principal Thomas Alexander reports that next year Edison will offer an "accelerated kindergarten program with an additional hour of instruction in art, music and science."

To the class of '85: remember the words of that renowned American philosopher, psychologist, professor and pragmatist William James (1842-1910): "The aim of a college education is to teach you to know a good nian when you see one."

☎ ☎ ☎

**BACK TO MORE MUNDANE MATTERS:** The head butcher at Drewes Market (29th and Church), Dave Carroll, is introducing a new cut of beef for the local steak and potato crowd. Dave has dubbed it the "North Star Steak" because "that's where we go skiing all the time." Without butchering Dave's description

too much, the steak comes from the boneless beef loin strip and is literally cut out from between the filet mignon and New York strips. The North Star has the best of both slopes, if you catch my drift.

For those of you who don't like red meat stories, how about Zen lettuce? That item is becoming very popular at the Real Food Company, according to Real produce manager Michael LaMacchia. The 15 or more varieties of leaf are "organically grown" on the San Francisco Zen Center's Green Gulch Farms located near Muir Beach in Marin County. LaMacchia says Real Food is Zen's exclusive retailer in the city.

For those of you who prefer neither meat nor vegetable, the home-cooked chocolate chip cookies at Quiche & Carry are currently a hot item. "I put a dozen of them on the counter two months ago as an extra nosh," says head quiche-maker Michele Coxon, "and now I'm selling as many as six dozen a day." Since the cookies only cost 25 cents each, it's hard to stop at just one. Only your scales know for sure.

Speaking of culinary delights, another rising star on the local restaurant scene is the Rin's Thai cuisine at 24th and Douglass. The dishes are very tasty and reasonably priced and, according to Thai custom, should be eaten with a fork and spoon, not chopsticks.

Bernhard Horn is selling his popular 26th and Church Street bistro to Sona Haddin. Bernhard claims he decided on Sona from among several would-be buyers after he had dinner with Sona and her husband, Nubar, at their home. "She [Sona] is a very good cook and will add some of her Armenian specialties to the menu," beamed Bernhard.

☎ ☎ ☎

**NO, THAT RATHER THEATRICAL** high-speed police chase through the streets of Noe Valley on the morning of May 13 was *not* the work of a film crew. It was the real thing. At least eight police cars, their sirens blaring, were in hot pursuit of an '83 Chevy, as it screamed through the neighborhood at speeds of over 50 miles an hour. Predictably, the chase wound up in a crash: after being cornered by police, the Chevy slammed into Jim Murphy's '73 Plymouth, which was parked on Sanchez near Army.

Witnesses report that not only were the "men in blue" creating quite a splash, but over 50 local residents were keeping up with the action, many by vehicle. In the end, a 38-year-old man was arrested for allegedly stealing the Chevy, which was returned to its rightful owner. Luckily there were no injuries, but it's unclear who is going to pay for all the dents.

☎ ☎ ☎

**MORE COMINGS AND GOINGS:** Dan's Gas, Noe Valley's only gas station, has been sold by Dan Duran to mechanic Michael Roesbery and parts man Wayne Rosemont, who have turned Dan's into a "full service" station. "We'll put in the gas, wash your windows, check the oil and all fluids, as well as the air pressure in your tires, all for about a penny a gallon more than any self-service station," boasts Wayne.

In more car service news, after 21 years in the heart of Noe Valley, Ray Urbina and Al Cantoral have sold their Ray-Al Garage to auto mechanic Richard Yee, who will rename it the Noe Valley Auto Works. Al says he's sad to leave but glad to be moving to Manteca in the Sierra foothills, "where I'll do a lot of fishing and playing golf."

Soon to depart main street is the low-cost survival fashion shop Red Peppers. "The owner is consolidating his stores and wants to move as soon as someone can be found to take over the lease," says store manager Greg Proops. Coincidentally, Mr. Proops is one of the six players in the comedy troupe Faultline, which has been selling out the house at Lipp's Theater (Ninth and Howard) since February. "We are doing pretty good now," smiles Greg. "Even the little man is jumping off the chair in the Sunday pink section."

Speaking of newspapers, News On 24 is rapidly becoming a major distribution center for your favorite Sunday edition. "We sell over 1,500 Sunday editions a week," says News anchorman Duncan Gwynn, "and we sell more *New York Times* than anybody else in the city." Also in demand these days, says Duncan, are the Sunday *London Times*, *Le Monde* from Paris, Cairo's own *Al Ahram*, not to mention the *Voice of Noe Valley*. Well, folks, that's 30. ☐



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The Noe Valley Library, located on Jersey between Castro and Diamond, is open Tuesdays, 10 a.m. to noon and 1 to 6 p.m.; Wednesdays from 1 to 9 p.m.; and Thursday through Saturday, 1 to 6 p.m. (285-2788). Librarian Susan Bizio offers the following selection of new books, so check 'em out.




**Fiction**

*Men and Angels*—Mary Gordon  
*Chapterhouse, Dune*—Frank Herbert  
*The Call: An American Missionary in China*—John Hersey  
*Queenie*—Michael Korda  
*The Lonely Silver Rain*—John D. MacDonald  
*Aracoeli*—Elsa Morante  
*Beyond the Dragon's Mouth: Stories and Pieces*—Shiva Naipaul  
*Later the Same Day*—Grace Paley  
*The Class*—Erich Segal  
*The Doctor Stories*—William Carlos Williams

**Non-Fiction**

*The Broken Brain: the Biological Revolution in Psychiatry*—Nancy C. Andreasen  
*Complete Guide to Government Benefits for Veterans, Their Families, and Survivors*—Robert L. Berko  
*Running Without Fear: How to Reduce the Risk of Heart Attack and Sudden Death During Aerobic Exercise*—Kenneth H. Cooper  
*The Letters of Vita Sackville-West to Virginia Woolf*—Louise DeSalvo  
*California Currents: an Exploration of the Ocean's Pleasures, Mysteries and Dilemmas*—Marie De Santis  
*Maximum Sports Performance*—James F. Fixx  
*Staying OK*—Amy Bjork Harris  
*Kerouac and Friends: a Beat Generation Album*—Fred W. McDarragh, ed.  
*Bed and Breakfast Homes Directory, West Coast*—Diane Knight  
*One Life: an Autobiography*—Richard E. Leakey  
*The Seven Mountains of Thomas Merton*—Michael Mott  
*With All Disrespect: More Uncivil Liberties*—Calvin Trillin  
*Once Upon a Time: A True Story*—Gloria Vanderbilt




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# Across the Boards

## A Sweet Solution

By Karen Gibbens

*Editor's Note: Community Boards program provides free dispute resolution by trained volunteers in 20 San Francisco neighborhoods. The office serving the Mission, Bernal Heights, and Eureka and Noe Valleys is located at 1195 Church St. near 24th (telephone: 821-2470). The following is an account of an actual hearing; however, names and certain details have been changed to protect the participants' identity.*

Easter was drawing near and Mike Moriarty was feeling the spirit. He decided to trek down to the local candy store, Shaw's, to stock up on presents. He chose some items, got into line, then went and got some others, exchanged a few and finally checked out.

"You know, I just went on a normal shopping spree," he said.

Because he bought gifts, the store owners tore off the price tags. They packed everything into bags and, while attempting to wait on the next folks in line, wished Mike a happy holiday. Mike then meandered into a few more shops and went home.

"I knew I'd bought a lot of stuff," said Mike, "but when I got home and looked through it all, I just couldn't account for an extra \$20 worth. I didn't have the receipt so I wasn't sure, but I got really nervous so I called the bank. They said that I could cancel the check. Well, I panicked and just did it."

Mike called Shaw's and told the shopkeepers that he thought he'd been over-

charged and that he wanted to talk about it. He did not tell them that he'd stopped payment on the check.

"I was really embarrassed and scared. They were so busy with holiday shoppers that they couldn't talk right then. The longer the time went on, the more embarrassed I got. I really wanted to pay off the bill and settle it, but I didn't feel comfortable going into the shop."

Dick and Priscilla Scott, the owners of Shaw's, were very surprised when they got the check back. They conceded that an error could have occurred during check-out, but didn't expect him to stop payment.

"Of course, we were really angry," said Priscilla. "Normally we don't take checks, but since Mike was a regular customer, we did. We couldn't believe it when the check came back!"

They all agreed to meet at Community Boards to try to get the situation resolved. Tension ran high with Mike feeling uncomfortable and the Scotts feeling upset. Luckily, however, the Scotts brought along the tape from the cash register receipt and could trace all the items purchased.

"I forgot about lunch," said Mike.

He also miscalculated on a few of the items; they had cost more than he had remembered.

"We're so glad to get this thing settled," said Dick. "It was a big sale. Most importantly though, we want to keep Mike as a customer. As an incentive to get him back into the store, we've offered him a free sundae." □

## MORE MOUTHS to feed.



Photo by Irene Kane

In case you've got the notion that all the toddlers lurching along 24th Street are home-grown, consider the case of Ryan Clark, a recent emigré from Back East who celebrated his first circumsolar spin Feb. 21. (He's now 1 1/4 years old.)

Parents Jeff and Robbin Clark left San Francisco and settled in Maine for a spell, where Ryan was born, but wisely opted to return to the eastern slopes of Twin Peaks (Glen Park, specifically) to raise their progeny. Perhaps their experi-

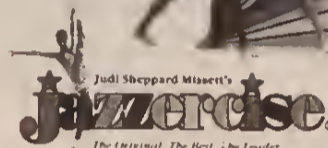
ence with Ryan's older brother Jason, now 5 1/2, convinced them that it was possible to live in a city and raise a family, as long as they did it here. (Jason was born on a farm in Tennessee, but is an alumnus of the Noe Valley Nursery School currently doing graduate work at Miraloma Elementary).

Dad Jeff, echoing the sentiments of many local men as Father's Day approaches, reflected on the joys and rigors of parenting: "It's time-consuming and a lot of work. But it gives you a real new perspective. It's great." □

**MORE MOUTHS TO FEED** wants to show off your newest family member. If you have a new baby in residence, please send your announcement to the *Noe Valley Voice*, Mo' Mouths Department, 1021 Sanchez St., S.F. 94114. Also include your phone number, so we can contact you to arrange for the family portrait.

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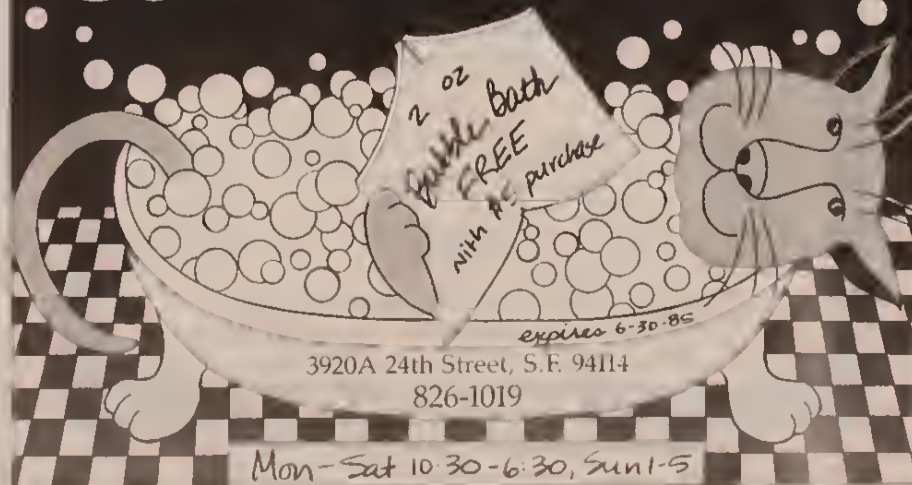
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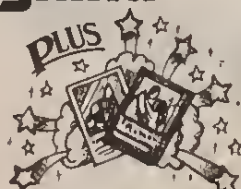
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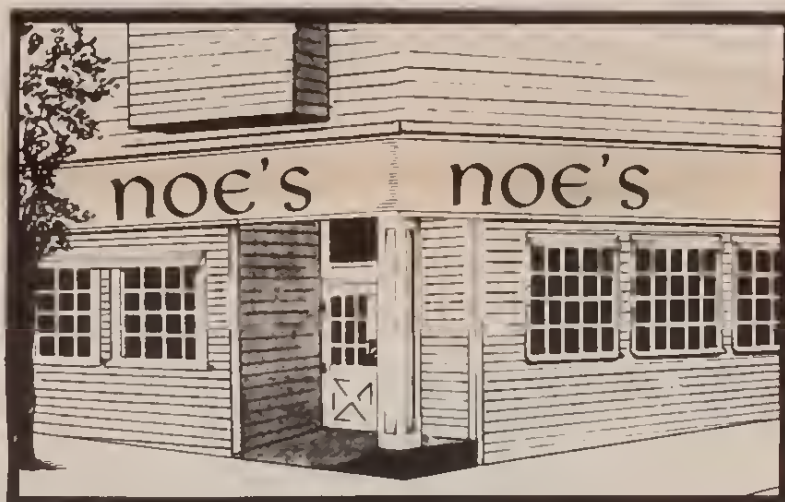
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# ? THE QUESTING ? Person

*This month's Questing Person participants will be glad to verify that one day, when you least expect it, someone may come up to you and ask:*

**"What's your favorite turn-on?"**



**Simone Van Hees, forester, Prineville, Oregon:** I have a lot of favorite turn-ons, but I guess one of them is coming home to San Francisco to visit. My favorite thing about coming home is the variety, the craziness of the city.



**Fay Wong, public relations account executive, Noe Valley:** Actually, sleep, right now—I'm exhausted. When you get older, I think things like sleep become the most exciting things! Isn't that embarrassing?



**Haeka Bourne, art gallery acquisition assistant, Noe Valley:** Traveling to exotic, off-the-wall, odd-beat places. [I've been to] South America, the Andes.

*Photos by Joel Abramson*



**Rick Furtado, retail manager, Noe Valley:** A sandy beach. Rolling surf, nice empty sand dune, anything beachy... I love it.



**Yassi Giacomettia, "frustrated" artist/salesperson, Sunset:** Having good sex.



**Chris Lavolette, works in an orthopedic surgeon's office, Noe Valley:** Time to myself. I like to read and play around with my plants. Just time when I don't have to think about anything.



**L. G. Ruvalcaba, artist, Noe Valley:** There are so many of them. Drawing beautiful women, but making them more beautiful than they actually are. I get a kick out of that.



**William Cain, freelance writer, Noe Valley:** Sushi. (Hey, do I get paid for this?)  
**Elizabeth Faxon, administrator, Noe Valley (pointing at her companion):** Him.



**Ned Remondi, carpenter, Noe Valley:** Rock music. That's about it.



**David Cromwell, retail manager, Noe Valley:** Champagne and caviar.



**John Larsen, plumber, Noe Valley:** A sexy day at the beach. One with lots of naked bodies. Lots of sensuality, bright sunshine, some intelligent conversation if I'm lucky.



**Johnetta Hegwood, accountant, Noe Valley:** I was just thinking about that as I was walking. What would turn me on today, because it's so nice and beautiful, would be traveling. The weather's so nice, it gives me travel fever. I'd like to go to someplace tropical, definitely out of the United States, maybe Spain, someplace hot with beautiful beaches.

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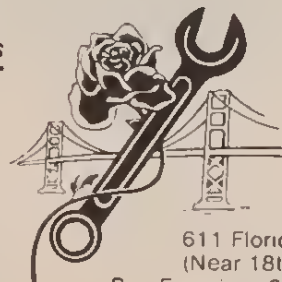
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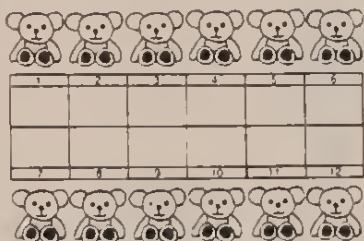
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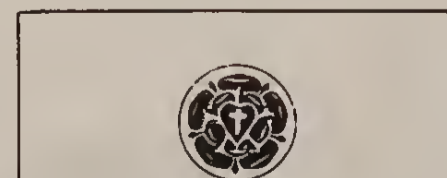
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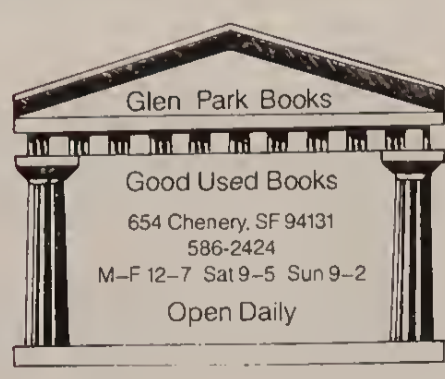


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